REALTORS® Association of Northeast Wisconsin Multiple Listing Service

SELLER CERTIFICATION FOR EXEMPT LISTING (DELAYED MARKETING)

This form is used to document your decision, as the Seller, to limit marketing of your Property via Delayed Marketing Exempt Listing. Questions regarding your marketing options should be directed to your Broker.

1. **Scope:** You and your Broker have entered into a Listing Agreement for your Property with an effective date of _____ (start date) and ending on _____ (end date). Pursuant to the Listing Agreement, you have directed your Broker to market your Property for sale in accordance with your Delayed Marketing Election below.

2. **Important Explanations:**
   a. **Active Listings.** Most listings are marketed on the local Multiple Listing Service (MLS) and uploaded to a variety of major real estate websites and apps, which maximizes a property's exposure to potential buyers. If you elect Delayed Marketing, your Property will NOT be exposed beyond the MLS and local marketing.
   b. **Broad Buyer and Broker Exposure.** Most brokers working with buyers learn about listings for sale through the MLS. Most home buyers search for available properties through major real estate websites and apps.
   c. **Risks with Limiting Exposure.** Limiting marketing exposure of your Property means fewer potential buyers will see your Property, which could decrease the sale price and take longer to sell your Property.
   d. **Potential Limited Future Marketing.** Some major real estate websites and apps have indicated they will not include properties AT ANY TIME if Delayed Marketing is elected by the Seller. This could limit future marketing of your Property and is beyond the control of your Broker.

3. **Delayed Marketing Election:** ***By signing below, you certify that you have read this form, made your selection voluntarily, and understand that you are forfeiting the marketing advantages outlined below.***

DELAYED MARKETING:

I want my Property on the MLS, but I want to intentionally limit broader exposure to buyers.

I understand my Property will NOT be included in major listing websites and apps (e.g. Realtor.com, Homes.com, Zillow, etc.).

I understand my Property will only be publicly marketed as I specifically direct my Broker.

4. **Expiration**. If you elect Delayed Marketing, your Property will be in that status until _____, 20____. After this date, your Broker will begin full public marketing to the extent possible. If no date is provided, the Delayed Marketing will not expire unless you authorize in writing.

The information in this form is confirmed and made effective by the signatures provided below.

Property Address: _____

(X)_____
Seller – Print Name ▶ Date

Firm: _____ Office ID#: _____

Listing Agent: _____

(X)_____
Seller – Print Name ▶ Date

(X)_____
Listing Agent Signature Date

Delayed Marketing

RANW MLS

If using a WB Listing Contract with a Mandatory use date PRIOR to January 1, 2027;

The Broker must have on file; a valid listing contract that indicates in writing that marketing is being delayed which states the dates the listing is to be in a delayed status. The listing contract should not be uploaded to the MLS system.

If using a WB Listing Contract with a Mandatory use date of January 1, 2027;

The Broker must have on file; a valid listing contract that indicates in writing that marketing is being delayed, Form WB-55 must have been completed and signed by the Seller, in addition to any applicable WB-42 Amendment(s) showing the end date of the delayed marketing status. These documents should not be uploaded to the MLS system.

1. Upon entry into the MLS system, “Delayed Marketing” must be indicated as “Yes” and the Delayed Marketing end date MUST be entered, the “Seller's Restrictions” boxes are all to be changed to “No”.

2. The RANW required “SELLER CERTIFICATION FOR EXEMPT LISTING (DELAYED MARKETING) form, signed by Seller, must be uploaded to the MLS system at the time the listing is entered.

3. A listing may only be entered into “Delayed Marketing” status at the time of the listing submission. Listings are also already “active” in the MLS system cannot be changed to “Delayed Marketing”.

4. A listing in Delayed Marketing status will appear in the RANW MLS system as an Active listing but it will NOT be distributed to WIREX, Broker websites, or to major real estate websites such as Realtor.com, Zillow, etc.

5. It is the responsibility of the Listing Agent/Broker to verify that the listing appears on WIREX, Broker websites, and major real estate websites if the delayed marketing period ends prior to expiration and immediately notify RANW MLS if there are any issues by emailing **listings@ranw.org.**